

Dream, Design, Do, Defend

*(Done Dirt Cheap)* 🤘



SPECIAL PROJECTS  
LIBRARY ACTION TEAM

# Introduction

---

**Dream** - Think up an idea for a project at your, library or in your community (Eric & Rasheil)

**Design** - Explore tools and concepts such as universal design, design thinking, and user experience (Deana & Tyler)

**Do** - Leave with an actionable plan to get started on your project when you return home from ILA (Kate & Kate)

**Defend** - Nail your elevator speech and practice with fellow library folk (Jessica & Mike)



# Dream

---

What does your dream look like?

An idea is just a

*dream*

until you write  
it down

*then it's a goal*

How can you take an idea and dream big?

Using humor when you start to dream, so doubt and fears don't overwhelm the dream



[splat.lili.org](http://splat.lili.org)

# Dream it

---

Everything begins in the heart and mind.

Every great achievement began in the mind of one person.

They dared to dream.....

# Believe

---

Yes, your dream needs to be big!

It needs to be something that is seemingly beyond your capabilities. But is almost believable.

# See it

---

The great achievers have a habit.

They “see” things.

They picture themselves walking around their their CEO office in their new \$25 million corporate headquarters



# Tell it

---

One reason many dreams never go anywhere is because the dreamer keeps it all to themselves.

As you continually say it, you begin to believe it more and more.

If you are talking about it, then it must be possible. It holds you accountable when you have told others.

# Dream

---

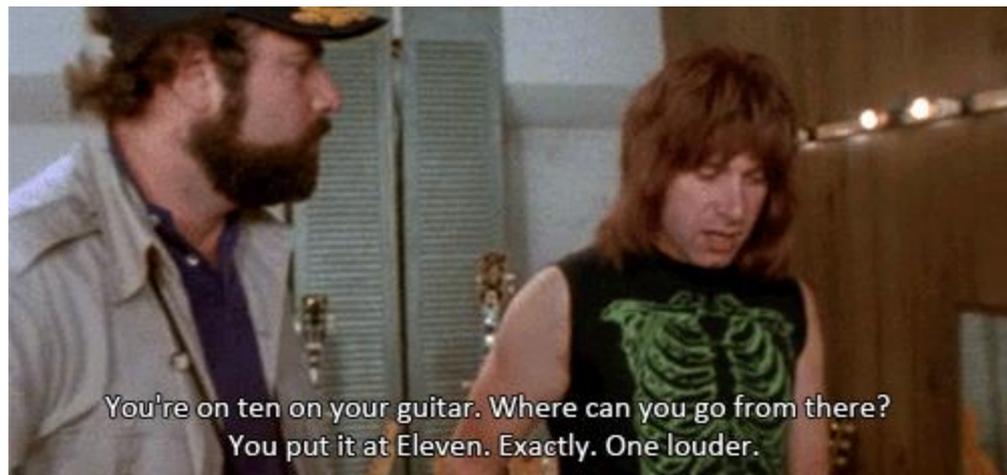
## Dream becomes a goal

An idea is just a dream until you write it down...then it becomes a goal.

What's the difference between an Idea and a Dream?

“Jack up the idea...”

“turn it up to 11!”



Make room for success.



[splat.lili.org](http://splat.lili.org)

# Dream

---

## Transition

If you can dream it-you can do it. *Disney*

Implementing your Dream.

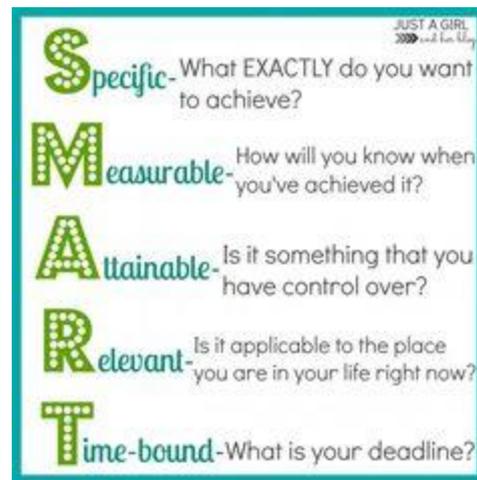
Examples: Tool Library, Fine Free, YA adult space  
New Makerspace, Gak,

What does it look like?

\*spiral graph

\*Sharing

\*improve yes and “and”, broaden an idea



[splat.lili.org](http://splat.lili.org)

# Dream

---

## Does dreaming work?

1. Being a **big** dreamer doesn't **mean** that you walk around with your head in the clouds. It **means** that you're seeking a purpose for your life and it **means** that you're becoming fulfilled in the process. People that get into the habit of dreaming **big** will accomplish those goals because they have the right mindset.

Draw up our dream....

# Dream

---

Dream becomes a Design

Make room for success



**In order to carry a positive  
action we must develop here  
a positive vision.**

Dalai Lama

BrainyQuote



splat.lili.org

# Design

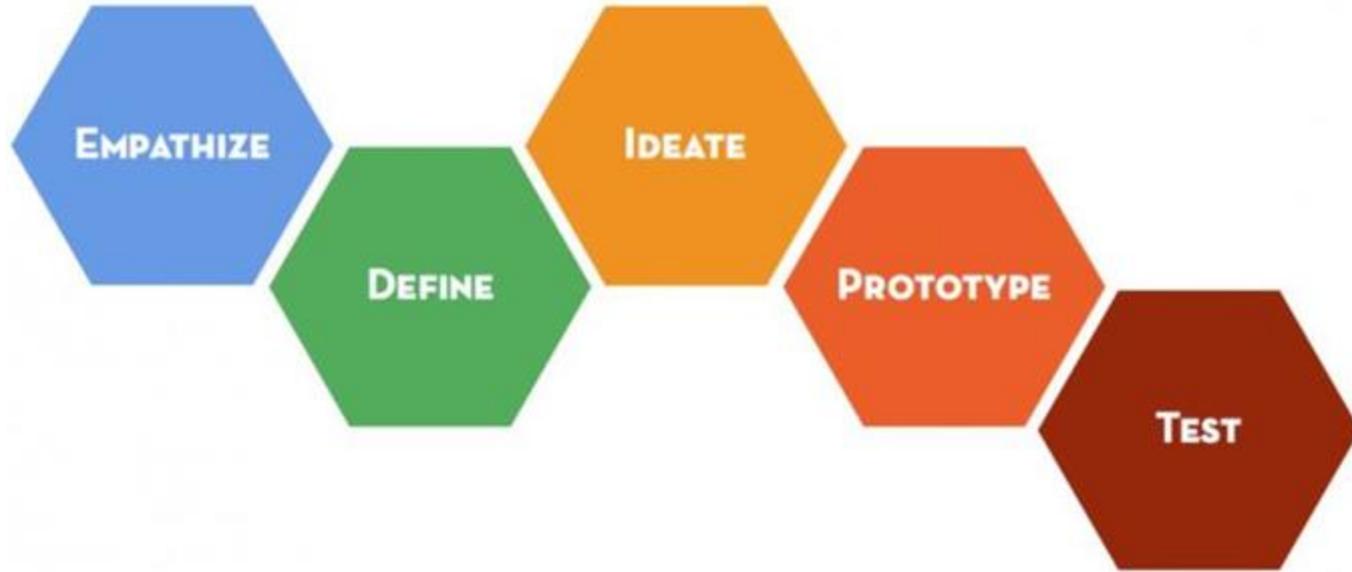
---

- Design thinking
- User experience
- Universal design
- Activity!
- Debrief

# Design

---

## Design thinking



# Design

## Design thinking *mindset*

Level 1	<b>Principles</b>				
	<b>User focus</b>	<b>Problem framing</b>	<b>Collaboration</b>	<b>Experimentation</b>	<b>Visualization</b>
Level 2	<b>Mindsets</b>				
	<b>Be empathic.</b> <b>Be curious.</b> <b>Be unprejudiced.</b> <b>Be interested in people.</b>	<b>Think without constraints.</b> <b>Think holistically and cross-linked.</b> <b>Be comfortable with complexity and ambiguity.</b> <b>Be open to the unexpected.</b>	<b>Be open to differences in personality type/background.</b> <b>Think integratively.</b> <b>Pursue a democratic spirit.</b>	<b>Be curious and explorative.</b> <b>Be playful and humorous.</b> <b>Value both analytical and intuitive thinking.</b> <b>Be optimistic and energetic.</b> <b>Be eager to share.</b> <b>Value feedback and be willing to learn.</b>	<b>Think visually.</b> <b>Think through doing.</b> <b>Have a bias towards action.</b>



Chart from “Mindset? Process? Method? A Comprehensive Descriptive Model for Design Thinking”

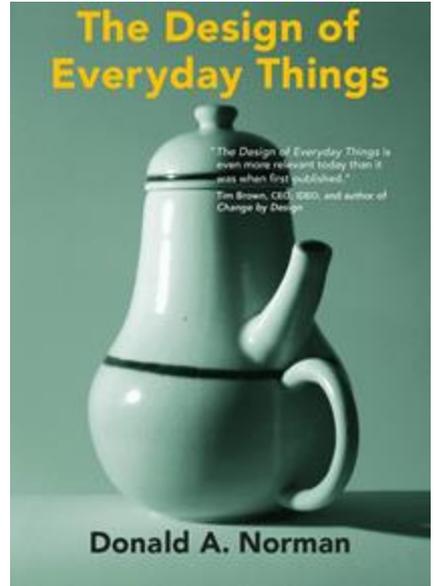
<https://medium.com/swlh/mindset-process-method-a-comprehensive-descriptive-model-for-design-thinking-27a501bf80cf> [splat.lili.org](https://splat.lili.org)

# Design

---

What do we mean by user experience?

- The subjective experience of using a product
- Looking at things from a user's point of view
- Personas- like creating a gaming character
- Why?
  - Helps locate problem areas before deploying program
  - Helps deliver better programs through empathy



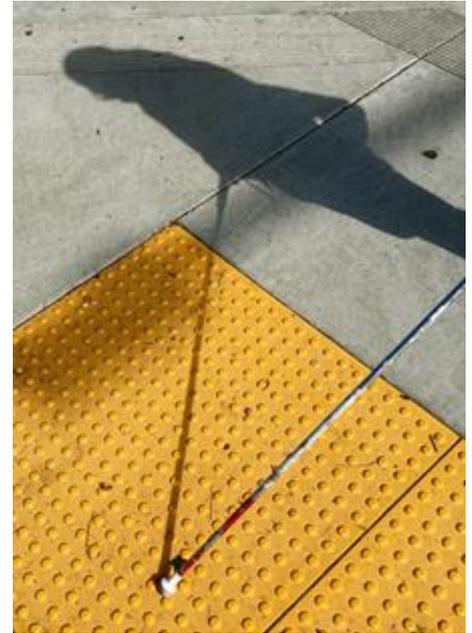
[splat.lili.org](http://splat.lili.org)

# Design

---

What do we mean by universal design?

- Designing to meet the needs of ALL users
  - How would a disabled patron experience your program?
  - Do they receive the same experience as other patrons?
- What other barriers might users encounter?
  - Language, age, education, income, time, technology



# Design

---

Activity! - Your Dream, Different Lenses



[splat.lili.org](http://splat.lili.org)

# Congrats!

---

You've just designed a solution that:

- Has been looked at from multiple user perspectives (User Experience)
- Is stronger because it is accessible (Universal Design)
- Went through the Empathize, Ideate, and Prototype phases (Design Thinking)

# Do

---

- Stoke activity
- Introduction to the “Do” form
- Ideate!



# Defend

---

- Why defend?
- Takeaways for this segment:
  - How to gather feedback from stakeholders
  - How to evolve your idea based on feedback
  - How to tell your story (with time to practice your pitch)



# Defend

---

- Plan and Facilitate Feedback on Prototypes (worksheet)
  - 5 minutes to:
    - Define what to test
    - Select an ideal feedback participant
    - Construct questions to gather useful feedback



# Defend

---

Evolve your idea!

- Use your question guide to ask a neighbor for feedback on your idea (5 minutes)
- Switch! (5 minutes)
- How can you adapt your idea based on your neighbor's advice?



# Defend

---

## Elevator Pitch

- What is an elevator pitch and why use it?

# Defend

---

## A SUGGESTED NARRATIVE STRUCTURE

### 1. INTRODUCE YOURSELF

Who are you?  
Who is your team?

### 2. DEFINE YOUR CHALLENGE

What problem did you see,  
and for which users?

### 3. INSPIRATION

Who did you talk to and observe,  
and what were the top learnings?

### 4. IDEATION

What concepts did you come up with,  
and how did you prototype them?

### 5. ITERATION

What feedback did you receive,  
and how did you build upon  
that feedback with continued  
experimentation?

### 6. A CALL TO ACTION

What's next? How can others  
get involved, and help?



# Defend

---

Practice your pitch with a member of SPLAT!



# Congrats!

---

You've just practiced defending your idea!



# Debrief

---

What's one thing that has stuck?

What do you wish we'd talked about, but didn't?

What are you excited about?

Overall?



or



# Thank You!!

*splat.lili.org*



SPECIAL PROJECTS  
LIBRARY ACTION TEAM



**CRUSH CORNER**

**FAIL FORWARD**